



CALIFORNIA
WIC ASSOCIATION

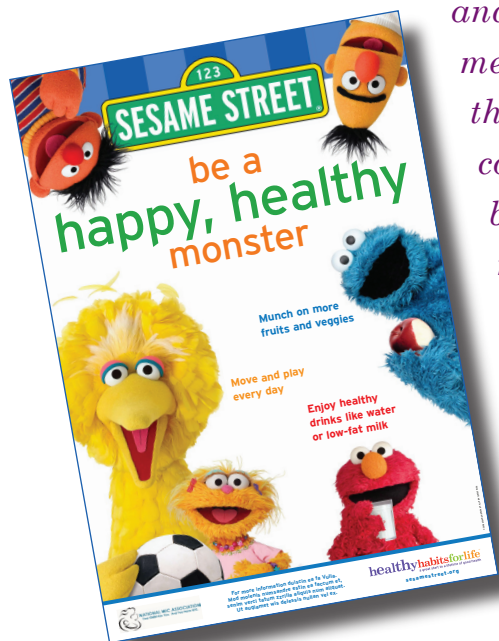
WIC

WATCH

FALL 2008
SPECIAL HH4L EDITION

Elmo Loves Healthy Habits!

Elmo, Oscar, Big Bird...they're on their way to our WIC Neighborhood! Sesame Workshop's Healthy Habits for Life campaign is a fantastic opportunity to simplify



and align our nutrition messaging statewide for the first time ever, while co-branding WIC with a beloved and universally recognized preschool education program.

This special issue provides a first peek at the key messages, timelines and powerful tools that we will soon be using

together to promote the new WIC foods – and healthier lifestyles. And it all starts with YOU – pick your favorite Sesame character and enjoy getting healthy with WIC!

healthyhabitsforlife

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Healthy Habits for Life

WIC programs across the nation are busy planning for the implementation of the new WIC food packages in 2009. California WIC has decided to use a health messaging strategy that will, for the first time in our 35-year history, be coordinated across the state. With your support, WIC participants in all 82 local agencies will be hearing the same clear messages about the healthy new foods—at the same time!

The National WIC Association (NWA) has entered into a partnership with Sesame Workshop's Healthy Habits for Life (HH4L) initiative. California WIC will adopt and tailor HH4L's colorful and user-friendly curriculum and materials to promote the new WIC foods to our participants. By joining WIC and Sesame Street's familiar and trusted brands, we can leverage the new foods and clear messages to reach beyond WIC, into grocery stores, medical offices, child care settings and other venues WIC families visit or receive services.

Healthy Habits for Life



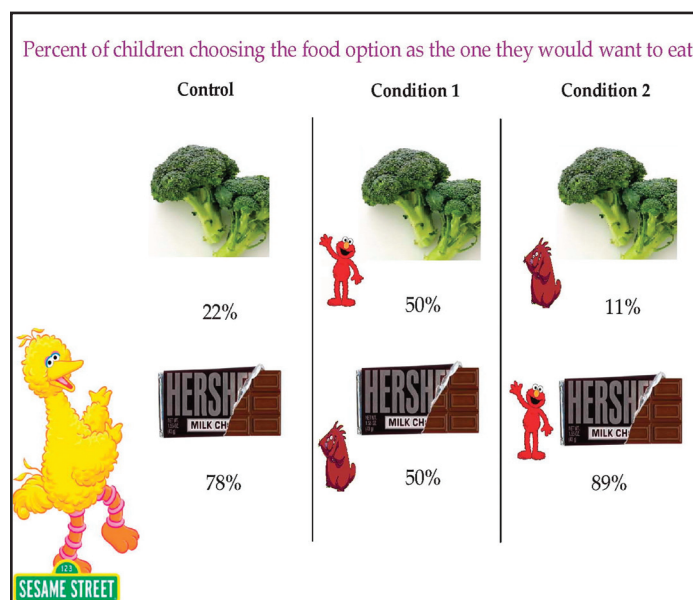
HH4L campaign will promote consistent messaging between WIC and community partners.

The Healthy Habits for Life campaign will help:

- Support the changes to the upcoming new WIC food package
- Engage and motivate WIC staff and their families to improve their own eating habits
- Prepare WIC participants to incorporate healthy habits into their daily lives

Why partner with Sesame Workshop?

Because branding works! Research has shown that among children, although knowledge about healthy foods improves with age, it does not necessarily translate into healthier food choices. However, when children were shown healthy options being promoted by their favorite Sesame Street characters, they chose these healthy foods, too. Children can be catalysts for positive changes in their parent's behavior.



Courtesy Sesame Workshop

When Elmo says, "Eat broccoli," kids eat it!

Staff wellness is the foundation of what will be happening in WIC Agencies across the state over the next year. The rollout of this campaign will be coordinated using a staged approach with a timeline. All lesson plans, teaching tools and materials have been developed by a team of State-local experts and will be provided to you.



California Campaign

Key Messages of the Campaign

■ Eat a Rainbow of Fruits and Vegetables.....	page 6
■ Healthy Habits Begin at Birth	page 7
■ Lose the Fat, Keep the Vitamins – Drink Lowfat Milk	page 8
■ Make Half Your Grains Whole.....	page 9
■ Sometime/Anytime Foods	All

Staff Wellness: You're the only YOU you have.

Staff wellness will be the first phase of this year-long campaign, and it is also reflected in this year's Nutrition Services Plan (NSP)! Goal #1 of the NSP is to promote and support wellness in preparation for local agency staff to implement the HH4L campaign and to promote the new WIC food package. We saw how successful this approach was when we started supporting WIC staff with breastfeeding their babies and realized that this helped them become powerful breastfeeding advocates and peer counselors.

The staff wellness campaign will kickoff in October 2008 with the goal of engaging staff in eating healthier, assessing their own readiness to make changes in the way that they and their families eat, and taking steps to adopt healthier lifestyles. The comprehensive campaign will also increase their awareness of the new WIC foods and help them become powerful advocates to help WIC families grow healthy. Before the kick-off event at your Agency, please make sure that every staff member completes the **HH4L SURVEY**. This survey is an integral part of the introduction to Staff Wellness, and is designed to engage and motivate WIC staff in making positive health behaviors.

The HH4L Kit for Staff

Every staff member will receive a *Healthy Habits for Life* kit. This includes *My Wellness Journal*, Sesame Street *Get Healthy Now Show* packet, tape measure, measuring cups, pledge letter and resources to participate in a support group, *Me and My Healthy Habits*. The *Wellness Journal* will be used to track their journey to good health. It will include a food diary, physical activity log, and space to record and track key health indicators. Filled with inspirational quotes and tips, this will be a terrific tool to motivate staff to live a healthier life.

Each local agency will kick off this campaign with a 3 hour staff wellness session with follow-up 1 hour sessions on the key HH4L messages. Staff activities will be interactive and fun! They will include physical activity, taste testing, potlucks, take-home family activities and recipe contests. "HEALTHY BUCKS" will be given to WIC staff as a way to acknowledge their progress. These healthy bucks can be accumulated and redeemed for prizes.

Participant Component

The participant education campaign will kick off statewide in April 2009. This will include a state-developed GA class, circle charts, Sesame Street posters for the waiting room, Sesame Street DVDs to give away, and more. Turn the page to get the details....



PLANNING TIMELINES

OCTOBER 2008 - MARCH 2009

Month/Year	Staff Wellness and Staff Training for HH4L	HH4L Infant Feeding Staff Training	Staff Training for Food Package Changes	Staff Training and Sharing Opportunities for ISIS Changes*	Your Agency Plan:	
Oct-Dec 08	3 hour Employee Wellness Kickoff for HH4L(may be broken into shorter sessions) Lesson plans and materials provided by the State				When: Where: Who:	How:
Jan 09	1 hour employee wellness session: Eat a Rainbow Lesson plans and materials provided by the State	2 hour training: Supporting the Breastfeeding Mother and Child Part 1: Newborn Infant Assessment and Postpartum Participant Preparation Lesson plans and materials provided by the State		(optional): Eight-hour local agency workgroup meeting Share first group of mock screens of ISIS changes with Local Agency Workgroup in late January at the State WIC Office in Sacramento.	When: Where: Who:	How:
Feb 09	1 hour employee wellness session: Low Fat Milk Lesson plans and materials provided by the State	1.5 hour training on participant education: New Prenatal Breastfeeding and infant feeding education for 0-6 month olds lesson plans (group & individual) and messages to add to your own class and materials provided by the State. Must be completed before April 1, 2008.	A one-hour session at Regional Meetings will discuss changes to clinic scheduling/flow related to Food Package implementation in October.	(optional): Eight-hour local agency workgroup meeting Share second group of mock screens of ISIS changes with Local Agency Workgroup in late February at the State WIC Office in Sacramento.	When: Where: Who:	How:
Mar 09	1 hour employee wellness session: Whole Grains 2 hour staff training on HH4L participant education (teachers, counselors, front desk, phones) Lesson plans and materials provided by the State			Dates and times of the upcoming ISIS trainings over the summer will be communicated to local agencies.	When: Where: Who:	How:

Every staff member will receive a deck of the colorful and fun HH4L Activity cards to support them on their journey to healthy eating.



FOR LOCAL AGENCIES

APRIL- SEPTEMBER 2009

Month/Year	Staff Wellness and Staff Training for HH4L	HH4L Infant Feeding Staff Training	Staff Training for Food Package Changes	Staff Training and Sharing Opportunities for ISIS Changes*	Your Agency Plan:	
April 09		2 hour training: Supporting the Breastfeeding Mother and Child Part 2 ; Prenatal Participant Preparation Lesson plans and materials provided by the State		90-minute navigational overview of ISIS changes related to implementation will be presented at CWA Spring Conference. This session will be targeted for local agency administration staff.	When: Where: Who:	How:
May 09	2 hour staff training on HH4L low fat milk participant education				When: Where: Who:	How:
June 09			8 hour training providing an Overview of The New Food Package (can be broken into shorter sessions). Lesson plans and materials provided by the State	Several eight-hour Train-the-Trainer sessions will be scheduled throughout the month. A binder containing 9 ISIS lesson plans and related training materials will be distributed during these sessions and posted online for agencies to use to train staff July-September.	When: Where: Who:	How:
July 09	2 hour training on HH4L whole grain participant education		2 hour training on the policies related to participants that need Medical Referrals	A series of nine one-hour WebEx sessions will be scheduled throughout July to discuss the ISIS changes (one WebEx session for each lesson plan offered at two different times).	When: Where: Who:	How:
August 09				Eight-hour training sessions will be held at each of the four ISIS training centers throughout the state (Sacramento, Fresno County, Riverside, Los Angeles County) during August and September to present the ISIS lesson plans. The trainings will be offered 3-4 times at each location.	When: Where: Who:	How:
September 09	3 hour training on New food package participant education				When: Where: Who:	How:

* Regular ISIS trainings will not occur from June-September due to implementation of the new food package.



BROCCOLI SPINACH KIWIFRUIT
SNOW PEAS BROCCOFLOWER
ARUGULA GREEN GRAPES LEEKS
CELERY LETTUCE ZUCCHINI
CHAYOTA SQUASH GREEN PEPPERS
AVOCADO GREEN PEARS
BRUSSELS SPROUTS HONEYDEW
OKRA ARTICHOKE GREEN BEANS
ASPARAGUS GREEN CABBAGE
GREEN APPLES CUCUMBERS
LIMES CUCUMBERS WATERCRESS
ENDIVE GREEN ONIONS PEAS
CHINESE CABBAGE ENDIVE
SUGAR SNAP PEAS WATERCRESS



Including **YELLOW** in your diet will help maintain...

- » A healthy immune system
- » The risk of some cancers
- » A healthy heart
- » Vision health

healthyhabitsforlife



YELLOW APPLES GRAPEFRUIT
LEMON YELLOW SUMMER SQUASH
PINEAPPLES YELLOW PEPPERS
CAPE GOOSEBERRIES YELLOW FIGS
YELLOW TOMATOES YELLOW BEETS
YELLOW WINTER SQUASH
SWEET CORN YELLOW PEARS
YELLOW POTATOES YELLOW WATERMELON

Eat A Rainbow

WHAT'S IN IT FOR YOU?

Eat a Rainbow of Fruits and Vegetables is one of the key messages for the Healthy Habits for Life campaign. One of the exciting things about the new food package is that participants will get a cash value voucher to purchase fruits and vegetables. Enjoying a healthy lifestyle never tasted so good.

Color is proof that – besides vitamins, minerals, fiber and flavor – fruits and vegetables provide powerful phytonutrients. Lycopenes, anthocyanins, indoles, resveratrol? These phytonutrients may sound complicated, but wholesome eating doesn't have to be so scientific. These colorful plant chemicals seem to help the body fight disease and some help to slow the signs of aging.

KEEP IT SIMPLE, EAT A RAINBOW OF FRUITS AND VEGETABLES.

Besides the terrific colors and fantastic flavors, fruits and vegetables can:

- Control your weight
- Lower your risk of stroke, heart disease, and high blood pressure
- Reduce the risk of type 2 diabetes
- Lower your risk of certain types of cancer
- Boost your energy level
- Help you look and feel great!

WHAT YOU TOLD US

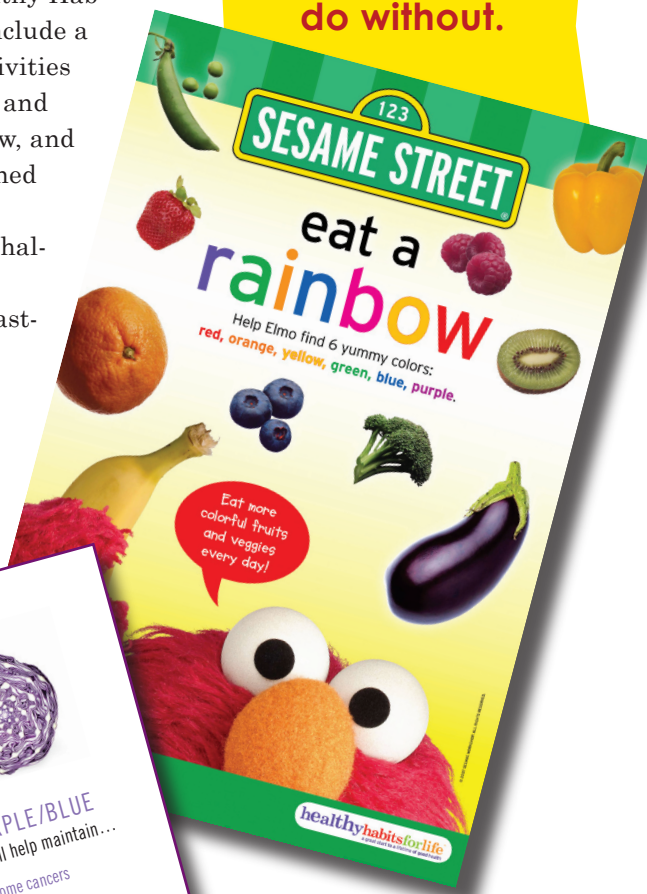
In a recent survey, staff told us that the top things that would help them eat more fruits and vegetables are quick and easy preparation ideas and tasting new types. Based upon this information Local Agencies can look forward to materials for interactive, fun learning activities for staff and participants on Eat a Rainbow.

COMING ATTRACTIONS!

For WIC staff, the Healthy Habits for Life campaign will include a toolkit with a variety of activities and resources to encourage and inspire staff to eat a rainbow, and drink less juice and sweetened beverages, including

- Fruit and Vegetable challenge with prizes
- Cooking demos and tastings
- Recipes
- Practice shopping for fruits and vegetables with WIC checks
- Eat a Rainbow potluck

When it comes to fruits and vegetables
THINK COLORS
and remember
More is Better.
Eating a Rainbow
is one healthy
habit you can't
do without.



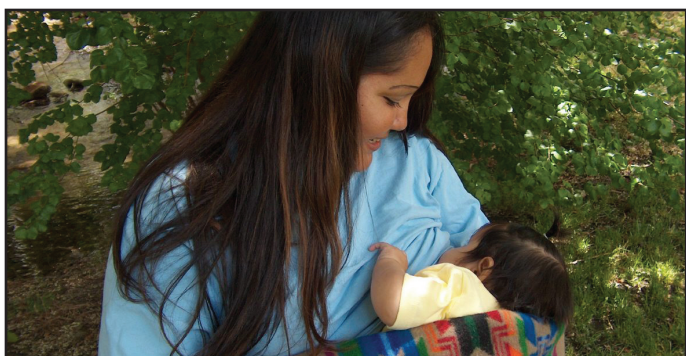
Healthy Habits Begin at Birth!

One of the most exciting changes in the WIC food package revolves around breastfeeding and infant feeding. Adopting guidelines of the American Academy of Pediatrics will help WIC lay a strong emphasis on breastfeeding as the normal way to feed babies.

There is no better food than breast milk for the baby's first year of life. As we know, breastfeeding provides many health, nutritional, economical and emotional benefits to the mother and baby. There are also significant benefits to the community, workplace and the environment.

HIGHLIGHTS OF THE NEW PACKAGE FOR MOTHERS AND INFANTS

- Formula amounts tied to feeding practice and age of infant
- Increase the market value of the packages for fully breastfeeding mother and infant pairs
- Fully breastfeeding mothers receive most variety and largest quantity of food, including \$10 cash-value voucher for fruits and vegetables
- Complementary foods provided to infants beginning at age 6 months, rather than at four months of age
- Juice eliminated in favor of baby food fruits and vegetables to promote healthy eating patterns
- Fully breastfeeding infants over 6 months receive larger quantities of baby food fruits and vegetables
- Baby food meat to fully breastfed babies at six months will provide iron and zinc in forms that are easily absorbed and utilized by the body
- More diverse and balanced food packages
- Greater variety and choice



New moms at Toiyabe WIC get the support they need to breastfeed successfully.

BETTER NUTRITION FOR MOMS AND BABIES!

KEY MESSAGES

- **Healthy Habits Begin at Birth: Breastfeed**
- **Hold Me! Love Me! Feed Me!**
- **Start Feeding Me Baby Foods Around 6 Months**

These key messages will be incorporated into education classes and clinic materials, including posters, charts, bulletin board items. **Local Agencies will be provided with staff training materials and sample education classes by January 2009.** This will allow ample time to train and prepare staff for these changes and start letting participants know about the exciting upcoming improvements to the food package.

STAFF TRAINING MODULES WITH THESE COMPONENTS:

- Newborn Infant Assessment
- Normal Newborn Behavior, Hunger and Satiety Cues
- Suggestions for talking with participants at each point of contact, such as enrollment and trimester checks, about agency's breastfeeding services, issuance of no formula to BF women in the first month, anticipatory guidance for building milk supply, and new WIC foods and formula amounts

PARTICIPANT EDUCATION COMPONENTS:

- Participant education modules (for group and individual contact) will include sample breastfeeding and infant feeding classes
- New education pieces will include a handout with tips for successful breastfeeding in the first month without giving formula, and posters that will visually represent the larger amounts of food available to exclusively breastfeeding women
- Clinic materials will communicate the three key Healthy Habits for Life Breastfeeding component

Lose the Fat...Keep the Vitamins - Drink Lowfat Milk!

WHAT'S IN IT FOR YOU

Lowfat dairy products are a healthy habit for children and adults to help build strong bones, promote healthy weight and prevent osteoporosis. Throughout the Healthy Habits campaign for staff, you will have the opportunity to engage in activities that will give you the strength, support and chance to make positive changes for you and your family. The experience and knowledge that you gain will help you to prepare WIC families for the new food package.

Does lowfat milk have the same nutrition as whole milk? Yes! Lowfat milk, yogurt and cheese provide as much or more calcium, vitamin D and protein with less fat and calories.

WHAT YOU TOLD US

In the Food Package survey conducted in summer 2008, we applaud the 46% of staff who already drink 1%/skim milk most of the time. 38% of you are ready and considering switching from whole milk to 2% and 49% of you are ready and considering switching from 2% to 1%.

We heard that what drives your decision to switch is better taste and your family's preferences.

COMING ATTRACTIONS!

WIC participants and staff have varying degrees of knowledge and experience with lowfat dairy and dairy-substitute foods. This in-service is designed to help them become more familiar with these foods and to consider ways to incorporate them in their diet. The education will include:

- different types of lowfat dairy and dairy substitute foods
- health benefits of lowfat dairy and dairy substitute foods
- transitioning from high-fat to lowfat dairy and dairy substitute foods

Activities, including taste tests, debunking myths and learning benefits of lowfat dairy foods, comparing nutrition labels of the different kinds of milk, and take home family activities will help families engage in the process of change.



Tips to Switch

Changing a habit is not always an easy task. Here are some tips to help you and your family switch to lowfat dairy...

- ◆ Make the change gradually.
- ◆ Talk with your family about using lowfat milk and dairy products.
- ◆ Do taste tests of lowfat milk or reduced fat milk products at home with your family.
- ◆ Mix lowfat milk with whole or reduced fat milk.
- ◆ Start using lowfat milk and dairy products while cooking or preparing foods. (For example, in oatmeal, soups, puddings, and cereal.)
- ◆ Be creative. _____
(Write down a tip of your own.)

Make Half Your Grains Whole

WHAT'S IN IT FOR YOU?

Whole grain food options are another exciting part of the upcoming WIC Food Package changes. This addition will provide participants with a variety of whole grain shopping choices at their local grocery store.

Whole grains and products made from whole grains are good sources of carbohydrates, B-vitamins, minerals like iron, zinc, and magnesium and fiber

These essential nutrients provide significant health benefits, including:

- Healthy heart
- Reduced risk of certain cancers
- Role in diabetes management
- Helping to keep the digestive system running smoothly

WHAT YOU TOLD US

In the Food Package surveys conducted this summer, 94% of staff purchased whole grain bread, 82% corn tortillas. 46% of the respondents stated they bought white bread, and 87% bought white rice. 43% bought whole wheat tortillas, and 45% said they bought brown rice. Among staff who responded that they did not buy whole wheat tortillas and brown rice, the main reason was that they had never tasted these whole grain products.

Staff-stated Reasons That Might Help Increase Whole Grains Consumption

- Quick and easy meal ideas- 40%
- Opportunity for a taste test -34%
- Help identifying whole grain foods -23%

COMING ATTRACTIONS

In addition, the HH4L campaign team will be providing a variety of participant education materials to assist WIC staff in communicating the whole grain food package changes to participants.



THE WHOLE GRAIN PRODUCTS ALLOWABLE UNDER THE USDA RULE

- Whole wheat or whole grain bread for children and women
- Require at least half of the cereals on a State agency's food list to be whole grain cereals
- Whole grain options
 - Brown rice
 - Soft corn tortillas
 - Whole grain tortilla
 - Oatmeal
 - Bulgur
 - Barley



What's the Latest on the California WIC Local Vendor Liaison Initiative?



LVLs provide on-site support and technical assistance to Grocers as WIC prepares to implement the new food package.

In just five short months, the California WIC Local Vendor Liaison (LVL) Initiative has been closing the gap between our program and the important vendors we partner with to deliver food benefits to WIC families.

The overall goal of the LVL initiative is to promote partnerships between the WIC Program; authorized vendors, and other community organizations. Each local agency has designated one or more staff as an LVL. The major duties of the LVL staff are to 1) assist vendors in understanding and successfully implementing the new WIC Food Package; 2) be the first point of contact for vendors on customer service and food package issues, and 3) connect with other community organizations in the successful implementation of the new food package.

Currently in Phase 1, over 100 LVL's are meeting and partnering across the state with **neighborhood grocers**, assessing each store's readiness for providing the new WIC foods,

providing WIC materials such as decals, posters, and new food package updates. Store managers and owners have been very receptive and welcome this new relationship with the WIC Program.

In Phase 2, which will start in the Fall, LVLs will begin visits to **small chain stores** (independent stores which are 2 – 6 stores per owner) and **A50 stores**, (formerly known as "WIC only" stores, deriving 50% of their business from WIC customers). LVLs will also partner with community organizations that focus on healthy food access issues such as the California Department of Public Health's "Network for a Healthy California – Retail Program and work with Retail specialists to promote the new WIC foods, particularly fresh fruits and vegetables in their region.

Phase 3, will start in late December or early January, and LVL's will begin visiting large chain grocery stores. They will continue to work with the smaller stores and partner-

ing with key community organizations.

The WIC LVL team, under the leadership of Kim Frinzell includes Patti Paddock, State LVL Coordinator, Kim Wietsma and Tippy Rose Mangaran.

For more information, contact Patti Paddock, CA WIC State Local Vendor Liaison Coordinator at Patti.Paddock@cdph.ca.gov.

Here's what some LVLs are saying about their experiences so far:

"This LVL project has helped us to get more insight and knowledge to all parties involved with WIC, all parties meaning Vendors, State, and Participants. The vendor training showed us that it takes everyone working together to make WIC a successful program for our participants."

Marie Echenique, Delta Health Care

"The LVL program has given Clinica Sierra Vista another avenue for community relations by giving us an 'in' with neighborhood stores; the store personnel have responded favorably to having a local contact."

Nora Garza and Janelle Webb, Clinica Sierra Vista

Six Dimensions of Wellness

INTELLECTUAL

Do you feel creatively and mentally challenged? Are you continually seeking to expand your knowledge and skills? An intellectually well person uses available resources to expand knowledge, improve skills, and to increase the potential for sharing with others.

SPIRITUAL

Do you have an appreciation for the meaning of life and the expanse of nature? Are you at peace with your place in the universe? Do you have a set of beliefs and values that give purpose to your life? Spiritual wellness involves developing a strong sense of personal values and ethics.

PHYSICAL

Do you get enough exercise? Eat a balanced diet? Do you practice safe driving and medical self-care? Do you avoid the use of tobacco, drugs, and excessive alcohol consumption? If you take good care of your body, it will repay you with years of good service.

OCCUPATIONAL

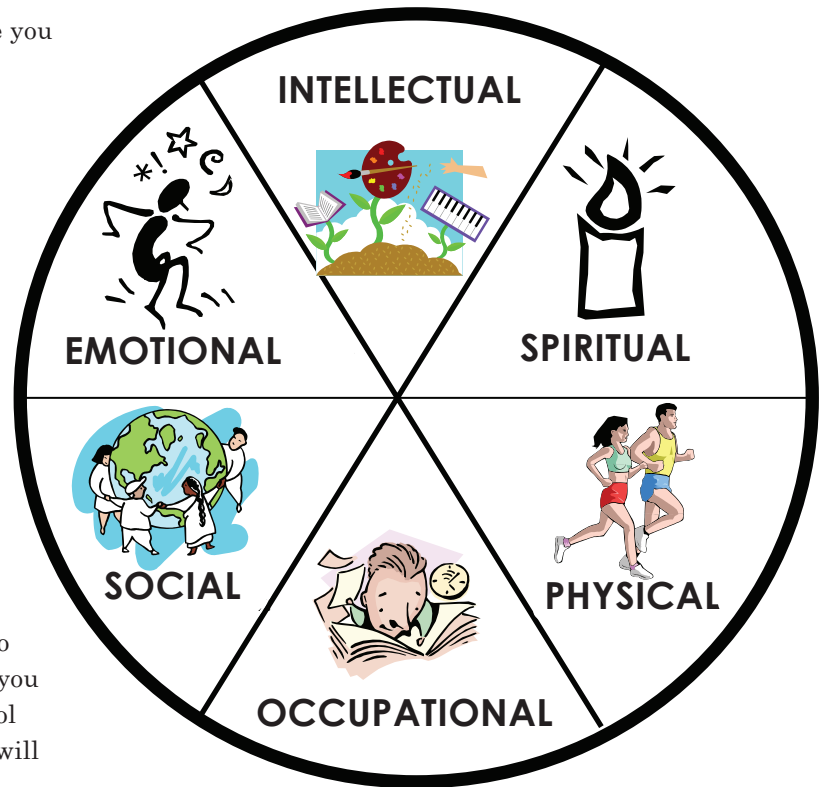
Do you find your work satisfying? Do you have a balance between your work and leisure time? Do you enjoy new responsibilities and look forward to achieving better results? Your attitudes about your work can greatly affect your job performance and interactions with coworkers. Striving toward occupational wellness will help to give you personal satisfaction and allow you to find enrichment in our life through work.

SOCIAL

How satisfying are your relationships with your spouse, your family, your friends, and associates? Are you active in community affairs? Do you contribute to protecting the environment by conserving and recycling? Social wellness is based on your ability to interact harmoniously with people and the Earth.

EMOTIONAL

Are you able to recognize and accept your feelings, your strength, and your limitations? Can you manage your emotions and cope with stressful events? Achieving emotional wellness allows you to experience life's ups and downs with enthusiasm and grace and maintain satisfying relationships with others.



Worksite Wellness:

CWA and State WIC are happy to announce the birth of a new initiative: **Worksite Wellness: Healthy Habits at WIC**. Our staff members are the WIC Program, and engaging them through a “People-First” way of working is critical. To support our employees and their families embrace a healthier lifestyle, a multi-layered wellness program encompassing physical, mental and emotional well-being is a necessity.

The Time is Now!

Worksite Wellness Programs have shown to be effective in improving employee health and wellbeing, increasing productivity, decreasing absenteeism, improving morale and containing health care costs for organizations.

A strong Local Agency-led Advisory committee has been working diligently on this exciting first-of-its-kind venture. **Healthy Habits at WIC** will bring tools and information to support Local Agencies in implementing their employee wellness programs.

One Size Does Not Fit All! We needed input to help us design a Wellness Program that is best suited to WIC needs. To develop an understanding of WIC employee attitudes and practices around wellness, staff were invited to complete an 18-question online survey. There was a high level of interest in the topic, as 975 staff completed the survey. Their responses show that WIC staff are conscious of their health and have interest in being healthy and in building wellness activities into their daily lives on the job, but both time and opportunity need to be present.

Lunchtime on-site yoga and pilates sessions are a great way to squeeze a workout in a busy day.



VISION:

To create and sustain a healthy and thriving WIC community that focuses on a culture of mutual support and physical, mental, and emotional well-being.

MISSION:

To ensure that staff wellness is in the forefront of prevention efforts by the WIC Program. To encourage employees' personal and professional productivity, and physical, mental and emotional well-being, the **Healthy Habits at WIC Worksite Wellness Program** will adopt a holistic approach that actively supports employees to make healthy lifestyle choices.

GOALS:

1. Adapt organizational policies around wellness: Harness WIC's success as a critical player in the state's efforts in health promotion and obesity prevention.
2. Build capacity for community collaboration so Wellness goals may be achieved through cooperation and integration between partners.
3. Develop a strong strategic plan to guide efforts and activities to succeed, and link the Wellness program to overall Agency strategic objectives.
4. Develop and build sustainability into the Wellness program to keep employees engaged and challenged.
5. Prepare WIC staff around the new WIC foods, so they can be effective educators by modeling healthy eating and physical activity behaviors.
6. Contain health care costs, reduce absenteeism and employee turnover, and improve morale and productivity.
7. Collect data to drive health efforts and shape policy.
8. Develop an evaluation strategy to measure progress.

Healthy Habits at WIC

General health:

Staff definitely see room for improvement in their health. About half are only “somewhat satisfied” with their current health, and more than one-fourth (27%) are “not very satisfied.” Most (63%) answered “very likely” when asked if they were “ready to take steps to improve my health and lifestyle,” and one-third answered “somewhat likely.” **Stress management is of greatest interest in terms of what they would like to learn more about (64%),**

Eating habits:

Many of the staff take health into consideration when deciding what to eat, either being “very likely” to do so (44%) or “somewhat likely” (another 44%). At least half eat breakfast every day, with another fourth (25%) “somewhat likely” to eat breakfast.

Many more—nearly three-fourths (72%)—choose to buy healthy snacks (such as whole grain pretzels, cereals, fresh fruit, low-fat/non-fat yogurt, skim or 1% milk, dried fruit, raisins, etc.) when available, and the rest (24%) are somewhat likely to choose healthy snacks. More than half would be interested in activities related to eating, including cooking classes (53%) and a healthy staff potluck lunch program (40%).

Physical activity:

Most of the staff (56%) do not feel they get as much exercise as they should. In fact, only 14% definitely feel they exercise sufficiently. About one-third make time for 30 or more minutes of physical activity most days of the week, while an additional 29% said they were “somewhat likely” to do so.

Few take an activity break during the work day (18% likely to do so and 26% sometimes doing so). Groups activity seems to be a key here. More than half said they would be “somewhat” (37%) or “very” (27%) likely to participate in group health activities conducted at work, especially walks (81%) and healthy eating (70%). Similarly, many said they would definitely (44%) or likely (34%) use a 5-minute break for physical activity such as stretching, yoga or a walk if there was a place to do it.

After-work and Weekend “Bike and Dine” rides garner enthusiastic support from State WIC Staff.



Improving knowledge of healthy activities:

Health is definitely a topic of interest for staff members. Many discuss health and wellness issues with their colleagues, with 39% “very likely” to do so and 47% “somewhat likely” to have such discussions.

Half said they would be very likely to use resources to learn more about healthy eating, active living and stress management if they were available (books, videos, etc.) and 35% said they would be somewhat likely to use such materials. The topics of greatest interest for more information were stress management (64%), cooking classes (54%) and weight management (53%). Various forms of exercise were also favored, including aerobic exercise classes (45%) a fitness or wellness challenge (44%), and yoga (43%). Most staff would like to get information about health through staff meetings (70%).

With the help of the needs assessments, and a review of best Worksite Wellness practices, the Advisory committee has developed draft guidelines that will deem a WIC Agency a “**Well WIC Worksite.**” Attendees at the day-long Worksite Wellness preconference session at the CWA Fall Management conference will help refine the “10 Steps” to help them be better aligned for WIC clinics across the state.

Over the upcoming year, as we prepare to rollout the food package, the Advisory Committee and CWA will continue to work with agencies as they implement their wellness components and become ‘certified’ as Well WIC Worksites.

**For more information, please contact
Kinkini Banerjee at kbanerjee@calwic.org.**

continued page 14

Worksite Wellness (continued)

Draft 10 Steps to Make a WIC Agency a *Well WIC Worksite*

1 Better Nutrition/healthy foods:

- ✓ Include HH4L messages in providing staff training
- ✓ Healthy menu options at meetings and events while excluding unhealthy options to avoid mixed messages
- ✓ Educate staff on portion sizes
- ✓ Provide healthy vending machine options
- ✓ Make sure drinking water is available to all staff free of charge
- ✓ Create a supportive environment for staff to eat healthy – share recipes, restaurant healthy eating guidelines, portion information, health/wellness resource library, food demonstrations related to HH4L messages & new WIC food packages
- ✓ Offer weight management support groups/programs to employees.



2 Physical Activity

- ✓ Activity, stretch breaks at staff meetings and during work days
- ✓ Discounted rates offered by health plans for gyms and health clubs
- ✓ Have staff meetings at a local park so staff can become familiar with available facilities
- ✓ Invite personal training experts to educate staff on personal physical activity plans
- ✓ Identify and implement two 8 – 10 week physical activity programs, on an annual basis.
- ✓ Provide secure bicycle parking for employees (rack)
- ✓ Provide a changing room and or lockers for employees.
- ✓ Provide information regarding local events such as organized walks (some of which raise money for worthy causes).

3 Emotional/Mental health support

- ✓ Invite speakers to educate staff on stress-management, parenting, personal financial management, managing relationships, conflict resolution, domestic violence
- ✓ Be family friendly – provide resources on day care, flexible work hours, if possible
- ✓ Provide information on depression
- ✓ Offer yoga, meditation classes
- ✓ Provide information on new Prop 63 funded mental health programs
- ✓ Invite Human Resources to provide information/speakers on: Mental Health coverage under current health insurance; Employee Assistance Program

4 General Health

- ✓ Develop priorities suited to our diverse and graying workforce
- ✓ Provide Health Risk screening for staff, Flu shots, self-examination, dental health, doctors office guides
- ✓ Offer Smoking Cessation programs
- ✓ Offer ergonomic information or programs
- ✓ Offer injury prevention information/programs

5 Lactation Accommodation for WIC Staff

6 Community Capacity building

- ✓ Coordinate wellness efforts with community partners
- ✓ Invite local community sports teams to give physical activity breaks at staff meetings
- ✓ Conduct an Annual health awareness event in the community

7 Capture senior-level and Board support

- ✓ Develop a mission statement that reflects a commitment to the health and well-being of employees.

8 Designate a staff member(s) to coordinate wellness activities in the Agency.

- ✓ Allow time during staff meetings for this person to present/update info
- ✓ Form a Wellness committee or taskforce.
- ✓ Surveys/assesses employees prior to implementing programs

9 Communicate wellness to staff on a regular basis

- ✓ Use Bulletin boards, monthly/weekly health tips, paystub inserts
- ✓ Wellness newsletter
- ✓ Staff meeting to include time for physical activity/wellness, etc.
- ✓ Start a blog on the company website for people to share physical fitness info

10 Periodic evaluation to assess the success and identify changing staff needs of the Worksite Wellness program

- ✓ Designate specific funds to promote, implement and provide incentives for wellness program activities.
- ✓ Evaluate health/wellness programs and impact on employees

Worksite Wellness Resources

National Wellness Institute – 6 dimensions of wellness Definition of Wellness, Applying wellness.

http://www.nationalwellness.org/index.php?id_tier=2&id_c=25

Worksite Wellness Program Keeps Employees Healthy

Center for Health Improvement Research Brief. July 2008. Results from a three-year study implementing interventions into the workplace at the California Department of Health Services. http://www.chipolicy.org/pdf/6111.Research_Brief_7_08_LR.pdf

Implementing Wellness Programs in Small Business Settings — Part 1. WELCOA

http://www.welcoa.org/freeresources/pdf/aa_7.2_jan08_sb1.pdf

Implementing Wellness Programs in Small Business Settings — Part 2. WELCOA

http://www.welcoa.org/freeresources/pdf/aa_7.3_feb08_sb2.pdf

WELCOA's 7 Benchmarks of Success.

http://welcoa.org/www/pdf/aa_6.1_novdec06.pdf

Creating Cohesive Wellness Teams. Developing Results-Oriented Wellness Programs. WELCOA

http://www.welcoa.org/freeresources/pdf/aa_6.3_feb07.pdf

Choosing Appropriate Interventions. WELCOA

http://www.welcoa.org/freeresources/pdf/aa_6.8_aug07_appint.pdf

Stressed Less. WELCOA

http://www.welcoa.org/freeresources/pdf/stressed_less.pdf

101 Ways to Wellness

http://www.welcoa.org/www/pdf/101_Ways_To_Wellness.pdf?PHPSESSID=5a33078bfceab85e731264697a93...

Doing Your Best is Good Enough

<http://www.inneridea.com/library/doing-your-best-is-good-enough>

The Healing Power of Laughter

<http://www.rd.com/living-healthy/health-benefits-of-laughter--optimism/article16341.html>

Life at the Speed of Change

<http://www.brianlukeseaward.net/articles/Speed-ofChange.pdf>

Hard Times, Tough People. Is Resilience In Your Future?

http://www.welcoa.org/freeresources/pdf/resilience_case_study.pdf

Healthier Worksite Initiative (from CDC) <http://www.cdc.gov/nccdphp/dnpa/hwi/>

http://www.cdc.gov/nccdphp/dnpa/hwi/about_us/index.htm

Quick Resources - <http://www.cdc.gov/nccdphp/dnpa/hwi/resources/index.htm>

National Center for Health Promotion & Disease Prevention (NCP) - Employee Wellness. (United States Dept of Veterans Affairs)

<http://www.prevention.va.gov/W.asp>

Worksite Wellness Start-up Guide

http://www.prevention.va.gov/Wellness/Startupwellnessmanual_1.0_2006.doc

Infinite Wellness Solutions

<http://www.infinetwellnesssolutions.com/>
(Free health and wellness handouts)

The Wellness Junction

<http://www.wellnessjunction.com/>
<http://www.wellnessjunction.com/prof/> (for professionals)

Useful Wellness links - <http://www.wellnessjunction.com/links/>

The California Wellness Foundation

<http://www.cwcf.org/about/index.htm>

Wellness Proposals

http://www.wellnessproposals.com/about_wellness_proposals.htm

Free Toolkits

http://www.wellnessproposals.com/wellness_proposals_freewellness_tool_kits.htm

Weight-control; Information Network <http://win.niddk.nih.gov/index.htm>

Resource list - <http://win.niddk.nih.gov/publications/index.htm#health>

Personal Best <http://www.personalbest.com/>

Personal Best promotes health and safety in the workplace through employee wellness programs and publications that educate, encourage, and enrich, through employee self-help publications.

America on the Move (AOM) <http://aom.america-onthemove.org/site/c.krLXJ3PJKuG/b.1524889/>

Partnership for Prevention - <http://www.prevent.org/>

Worksite Health: <http://www.prevent.org/content/view/29/39/>

Facts and Resources (Reports)
<http://www.prevent.org/content/view/29/40/#Facts>

Business Group on Health

<http://www.wbgh.org/>
Toolkits on a variety of topics, publications and the RTI Obesity Cost Calculator™

Be Active! Worksite Program

Network for a Healthy California – Worksite Program

Worksite Program California Fit Business Kit!
<http://www.cdph.ca.gov/programs/CPNS/Pages/WorksiteProgram.aspx>

Seek Wellness. Dr. Don Ardell's Wellness blog

<http://www.seekwellness.com/wellness/>

American Cancer Society - Workplace Solutions

<http://www.acsworkplacesolutions.com/index.asp>
Wellness Report and a Newsletter called, **Because We Care**

American Diabetes Association – Winning at Work

<http://www.diabetes.org/communityprograms-and-localevents/waw-default.jsp>

American Heart Association - <http://www.heart.org/presenter.jhtml?identifier=1200000>

Fit-Friendly Companies Program <http://www.heart.org/presenter.jhtml?identifier=3053113>

City and County of San Francisco Guidelines for Healthy Meetings

<http://www.sfdph.org/dph/files/MCHdocs/Guide-Menu4HlthyMtgs08292005.pdf>

Shape Up San Francisco

www.shapeupsf.org

CA 5 A Day Be Active Worksite materials

<http://www.takeactionca.com/>

American Cancer Society—Active for Life.

http://www.cancer.org/docroot/PED/content/PED_1_5X_Active_For_Life.asp

The UC Berkeley Wellness Letter <http://www.wellnessletter.com/>

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2008 -2009

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YOU HAVE A STORY TO TELL!
You have a program to showcase!
Contribute to the WIC Watch.

Upcoming Newsletters are already being planned
around the following themes:

ISSUE	THEME	DEADLINE
Winter 2008.....	Getting Real about the New WIC Foods	Dec. 1, 2008

Need more
newsletters?
New e-mail
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Sesame Street + WIC Education = Healthy Outcomes

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April 27 - April 29, 2009

(Preconference - April 26)

The Fairmont • San Jose, CA

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